Twitter: Thought Leader

(Ebony Staton Weidman) So I think Twitter is great if you want to establish yourself as a thought leader in that particular industry or area. So for instance if you're following different members of that industry, or different organizations around a particular topic and you're commenting and you're connecting different people, I think that's a great example of how you could also be a thought leader at the company.

As far as tweeting goes, if you're part of the conversation, be part of the conversation, tell me about your values, contribute information of relevance to you, and always be positive. The don'ts are not to be negative, not to talk about anyone, not to talk about companies. Always speak in a positive light. And of course be professional in your own personal Facebook and Twitter page.

If you've friended and Twitter a lot of the different industry specific companies that you're interested in, or news outlets, and you're sort of commenting on what's happening in that space, if you have your Twitter account on your resume, employers will see how you connect different pieces of an industry, and different people in your industry.

Or any comments that you might have about that. But again you want to really think about is this strategic. If it's not strategic, don't put it on your resume.